

**MADURAI KAMARAJ UNIVERSITY**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**DEPARTMENT OF MANAGEMENT STUDIES**

**Subject Wise Assignment Topics for 20CT Batch Students**

**M.B.A**  
**(Master of Business Administration)**

**Second Semester**

**Subject Wise Assignment Topics:**

Sl.No	Subject Code and Name	Topics with choice	Last date For Submission
1	<b>Human Resource Management</b>	1. What is the role of human resource manager in an organization	
		2. Discuss types of Training.	
		3. Explain the Different steps involved in selection process.	
		4. What are the factors involved in pay rate.	
		5. Discuss Collective bargaining.	
2	<b>Marketing Management</b>	1. Discuss Marketing in Globalized Environment	
		2. Explain Market Segmentation.	
		3. Explain Product life Cycle	
		4. Explain process of Market Research	
		5. Discuss Online Marketing	
3	<b>Financial Management</b>	1. Explain nature of capital Budgeting.	
		2. Explain Cost of Capital.	

		3. Discuss Principles of Working Capital.	
		4. Briefly explain Indian Capital Market.	
		5. Explain Forms of Dividends.	
4	<b>Operations Management</b>	1. Explain the historical development of production and operation management and its future as a function of management	
		2. Discuss the importance of facilities location decision in operations planning	
		3. Explain the qualitative and quantitative methods of forecasting	
		4. What is the basic function of Inventory? Explain EOQ and EBQ models.	
		5. Explain PERT and CPM.	
5	<b>Management Information System</b>	1. Explain roles of Information System	
		2. Briefly explain Components of Information System.	
		3. What are the Types of Human Resource Information System	
		4. Describe the various approaches to MIS development.	
		5. Explain the recent developments in Information technology	
6	<b>Research Methodology</b>	1. Define Research. Explain the types of Research.	
		2. Explain the steps involved in research process.	
		3. Explain methods of Data Collection.	

		4. Briefly explain Factor Analysis.	
		5. Discuss Report Writing.	

## Subject Wise Assignment Topics for 20AT Batch Students

### M.B.A (Master of Business Administration)

### Third Semester

#### Subject Wise Assignment Topics:

Sl.No	Subject Code and Name	Topics with choice	Last date For Submission
1	<b>Operations Research</b>	1. Explain principles of duality. 2. Explain Transportation model. 3. Explain Methods of Matrices. 4. Explain Application of Simulation Techniques for Decision Making. 5. Explain Queuing Theory.	
2	<b>Business Environment and Law</b>	1. What are the different of professionalism and family management? 2. Describe the Indian political philosophy towards business enterprises 3. Explain the labour laws stock exchange board of India act. 4. Write down the economic Liberalization Privatization of public sector units. 5. Explain the role of WTO	

		investment in R&D by Indian companies.	
<b>(Elective)</b>  <b>MARKETING</b>  <b>(Group A )</b>	<b>Marketing Research</b>	1. Explain the marketing research as a tool of management.	
		2. Basic concept the types of Market research.	
		3. Explain the various steps involved in marketing research process	
		4. Define sampling and application of sampling method to marketing problem.	
		5..Explain Application of Market research	
	<b>Product Management</b>	1. Explain product life cycle	
		2. Explain Elements of the marketing mix.	
		3. Explain the new product Modification.	
		4. Define Business analysis. Explain product development product testing.	
		5. Explain Elements of Marketing Mix.	
	<b>Advertising and Sales Promotion</b>	1. Explain nature and scope of Advertising.	
		2. Define the advertising agency. Write down the top ten advertising agency.	
		3. Explain copywriting.	
		4. Briefly explain Advertising Media.	
		5. Write the scope and importance	

		of sales promotion.	
<b>(Elective)</b>  <b>HUMAN RESOURCE MANAGEMENT</b>  <b>( Group B)</b>	<b>Training and Development</b>	1. How to identify training needs in Organization.	
		2. Explain in brief ‘On the job training methods.	
		3. Explain selection of trainees and trainers.	
		4. Explain Training Methods for Different Levels of Employees.	
		5. Describe OD Approach in India	
	<b>Organization Development</b>	1. Explain the Need and concept of OD. .	
		2. Write the process of OD	
		3. Describe the managerial Grid management By Objective.	
		4. Explain the OD strategy at work and critical evaluation.	
		5. Discuss the techniques for successful OD effects future prospects	
	<b>Human Resource Accounting</b>	1. Explain Concept Of Human Resource Accounting	
		2. Explain Cost Approach Investment in Human Resource.	
		3. Explain Human Resource Accounting India Scenario.	
		4. Explain Human Engineering Process.	
		5. Explain Likerts Psychological Model.	
<b>(Elective)</b>	<b>Management</b>	1. Explain the international	

<b>FINANCE (Group C )</b>	<b>of Financial Institution</b>	dimensions of financial market.	
		2.Explain role of financial institutions	
		3. Explain structure of IDBI, ICICI, IRBI, RCF,TIDCO,SIPCOT,SIDBI.	
		4.Explain function of insurance sector	
		5.present scenario mutual funds in India	
	<b>International Trade Finance and Documentation</b>	1. Explain foreign transactions.	
		2. Explain various types of invoice	
		3. Explain letter of credits foreign bills exchange	
		4. Explain (FEDAI) Foreign exchange regulations act ,(FERA), Reserve bank of India	
		5.Explain international monetary fund special drawing rights devaluations and revaluation	
	<b>Investment and Portfolio Management</b>	1. Explain different factors favoring investment process.	
		2. Explain derivation of capital market.	
		3. Explain objective of UTI, LIC,GIC.	
		4. Explain implications of risk return analysis.	
		5.Explain wealth maximization	
<b>(Elective)</b>	<b>Total Quality</b>	1. Explain about evolution of total	

<b>PRODUCTION (Group D)</b>	<b>Management</b>	quality management.	
		2. Write the Barriers to TQM implementations.	
		3. Describe Service Quality.	
		4. Explain Six Sigma.	
		5. What is the major step's of Benchmarking.	
	<b>Purchasing and Inventory Management</b>	1.Explain the major objective of purchase policy	
		2. Write down the Classification of pricing.	
		3. Describe the Role of buyer and vendor.	
		4.Explain the Advantages of material information system	
		5. Describe Economic Ordering Quantity.	
	<b>Supply Chain Management</b>	1. Explain Objectives of supply chain management.	
		2. Describe the importance of the inventory.	
		3. Explain the models for transportation and distribution.	
		4.Explain Benefits of ERP	
		5. Explain role of Supply Chain in e Business.	
<b>(Elective)</b>	<b>E- Commerce Technology and Management</b>	1. Discuss Technical and Financial aspects of E-Commerce.	
		2. Explain Intranet and Extranet.	

<b>SYSTEM (Group E )</b>		3. Discuss Different between hardware and software.	
		4. Explain Characteristics of the payment system.	
		5. Describe the privacy issues in E-commerce.	
	<b>Data Base Management System</b>	1. What are the advantages and importance of DBMS?	
		2. Explain ER Diagram.	
		3.write down the client server architecture based RDBMS	
		4. Describe Concept of Distributed databases.	
		5. Explain overview of visual database.	
	<b>Software Development</b>	1. Describe the overview of the software development life cycle?	
		2. Explain formal specification and prototyping specification.	
		3. Define software design.	
		4. write down the software configuration management	
		5. Describe the reliability models for software quality and software maintenance	

**Instructions:**

- Each Paper has Two Assignment Topics.
- Both the Assignment Topics are Compulsory
- Each Topic Carries 12.5 Marks
- Pages: Minimum 6 Maximum 10
- Date for Submission: 15<sup>th</sup> November 2020
- Front Page of the each Assignment should contain the following details



- (i) Name
- (ii) Enrolment Number
- (iii) Semester
- (iv) Assignment Number and Title of the Assignment
- (v) Date

- All the Assignments should be tied together.
- Assignments should be **submitted to**

**The Head (i/c),  
Department of Business Administration  
Directorate of Distance Education  
Madurai Kamaraj University  
Madurai – 21**

- **Any further information please contact**

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